

## THE CASAMICCIOLA EARTH- QUAKE—HEARTRENDING SCENES.

The special correspondent of the London Daily News at Casamicciola sends a vivid description of the town after the recent earthquake: Down the steep road came old and young, laden with such of their household goods as they had saved, chiefly bedding. Their woe-begone faces showed traces of a night spent in tears. Then came a handcart, filled with dusty and tumbled clothes, from under which protruded a pair of booted feet, telling of the sad burden there hidden. Opposite ruined houses were encamped their occupants, or in the orchards and gardens you saw improvised tents. On the roadside was a bed made on the ground, and tented over with shawls and other garments as warmly as possible, for beneath lay sick persons. Groups of young girls wandered about, weeping; but all the people were very quiet, as if stunned, and only when some sad burden was carried past did their voices rise in lamentable exclamations. Before we reached the piazza we came upon a group of houses fallen in one heap of ruin across the street, so that we had to climb over a hill of rubbish. Here the soldiers were at work digging. Alas! they could hope to find no living person under those crushing masses of masonry. On every side of the piazza the houses were ruined. Roofs had fallen through, carrying first floor and ground floor into the cellar. Of one house the front, along which ran an iron balcony supported by iron bars, alone remained. To stand within the window is said to be the safest place in case of an earthquake, and here I saw frequent evidence that it is so, though not always. The house of the parish priest is level with the ground. His aged brother and sister, the latter of whom was in bed on the first story, found themselves deposited in the garden alive, they know not how. The doctor of Casamicciola has lost one of his children, who, with a servant was buried with the falling staircase, while the rest of the occupants remained unhurt and escaped out of the windows by means of a rope, all other means of descent being cut off.

In the piazza two men sat on the doorsteps of their house, their arms folded on their knees, their heads bent down in a dumb despair terrible to see. A woman, weeping, told me that the wife and mother lay buried in the ruins of the house behind them. In the middle of the piazza sat an officer taking notes of the most destitute cases. A poor, ragged woman, flushed with crying, was telling her sad story, and a group of silent and sympathizing listeners stood close around. The silence in the usually voluble Italians was very impressive. Soldiers were being ordered off in parties to various parts to excavate. Then two boards were carried past. On them were the flattened and dust-covered forms of a woman and a little girl, just dug out. Three or four men passed me carrying and supporting in a chair an elderly woman with crushed and bound-up face. She was speaking, and her bearers told her not to be afraid. This was about 3 o'clock in the afternoon. The earthquake had happened at exactly 1.05 o'clock on the day before, as the great clock of Casamicciola, which had stopped, proved. The poor woman had therefore lain buried alive twenty-six hours, with what agony of mind and body through the long dark night and following morning one can happily scarcely imagine. Oh, those heaps of ruined houses! Clusters of them hang on the edges of steep valleys at each side of the Piazza. Many of them were very old and crowded together, and possibly many had bad foundations in the hilly and loosely-composed ground, and here the greatest ruin had taken place. The evidence of the violent shaking of the soil extended for about two English miles. Where there were no houses, landslips, fallen walls and scattered stones along the roads and lanes were proof enough that the convulsion had been general within this area. The last houses that were shattered lie beyond the hill of Casamicciola, on the descent toward Lacco, at a place called Casaminella, where there are hot mud baths. When I tell you that from 200 to 400 houses are totally destroyed and others will have to be pulled down, and that a million francs will not cover the damage to buildings alone, without reckoning the loss of portable property, you will have some idea of the extent of the disaster and the misery that must still ensue. Quite two-thirds of the town is destroyed, and it all happened within five minutes; nay, less, for the first shock that did the real damage lasted only seven seconds, followed within five minutes by a second, causing the already shattered houses to fall. They were still falling. As we passed along the edge of one of the valleys we heard a clatter, and looking back saw the cloud of dust which rose from a house on the other side that had just fallen in. Excavation was dangerous, and had to be stopped during the preceding night, for there was no light, the lamps being all broken. All was being done that could be to alleviate the distress; but the misery to be relieved will last for months, and subscriptions are already opened. It is to be hoped that the usual summer visitors will not be frightened away, for that indeed would take the bread out of the mouths of many who are dependent on the season for their livelihood. The last great shock at Casamicciola was in 1861, when about thirty people were killed. In 1828 there had been a more violent shock. This time it is feared that more than 200 persons are killed.

It would be impossible to relate all the sad incidents I have heard of. Two glimpses of happiness in the midst of so much woe is a relief. One young man succeeded in digging out alive his mother and sister, though the latter had both legs broken, from the ruins of their house immediately after the shock. I never saw such a happy smile as that on the face of a young woman who showed me her healthy babe safe in her arms. It was the only face with a smile I have seen. The people seemed stunned—too horrified to complain, too weary to utter a word or take comfort. Those who stand idle—for only a few can relieve their despair by helping in the work—look at us with haggard eyes and blanched or flushed features. Casamicciola is one of the sweetest, as it is one of the healthiest, spots on earth. It will be months, however, before the district regains its former smiling, prosperous appearance, and the remembrance of this most terrible catastrophe will never be lost by those who have been eye-witnesses of its horrors.

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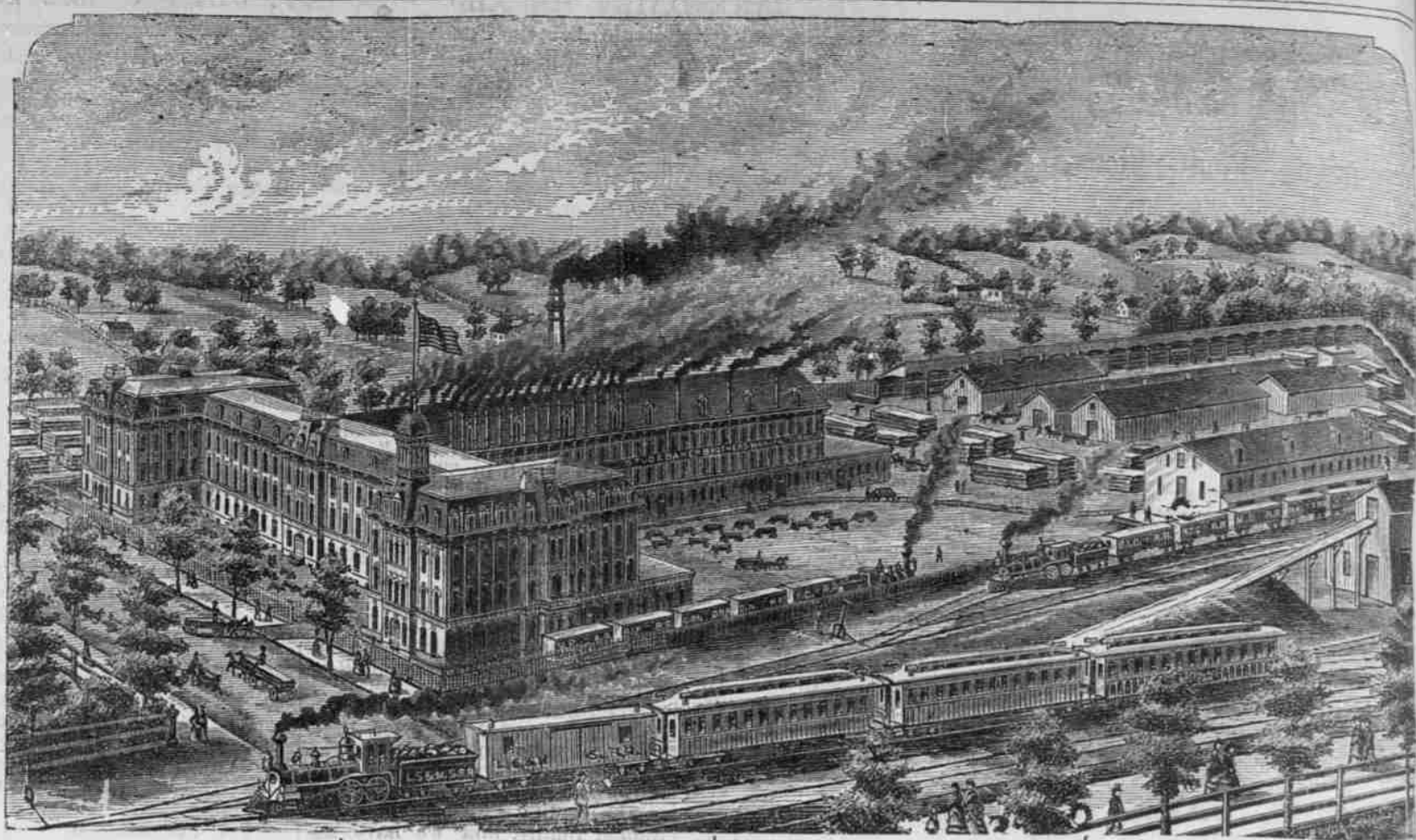
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## THE SCIENCE OF SUCCESS.

### The Philosophy of Advertising.

The science of success consists in knowing "how to do it." Many men have possessed every element within the meaning of the term except that gumption which adapts means to ends. Wanting this, all has been as nothing, and noble aspirations have been lost in practical failure. Although peculiarly adapted to the realm of ideas, the principle is of great significance, wherever material interests are concerned. The highest culture and the most thorough training often prove abortive; while persons of obscure origin and unaided by exterior conditions rise rapidly in the scale of progress and adorn positions of great usefulness. Not, indeed, that obscurity and poverty are necessary factors in the science of success, but that they are scarcely impediments in the pathway of the earnest, self-reliant and intelligent worker. Bodily health and intellectual vigor certainly there must be; but essential to the last degree are a well defined object and that peculiar power of vision and supervision which plans and executes with prudence and precision. While intelligent boldness is indispensable, the theory of accidents is inadmissible. The former springs from an intuitive sense of the fitness of things or is the result of a judgment matured by thought and experience; the latter is like the electric flash, brilliant for a moment, but often succeeded by gloom or darkness and sometimes by destruction.

The many thousands who have been familiar with the columns of THE HERALD must have gathered from our notices of the great industries of South Bend that the Studebaker Brothers, whose MAMMOTH WAGON AND CARRIAGE FACTORIES enjoy the precedence of the world—that these Brothers, we say, possess, in an extraordinary degree, those characteristics which form the elements and lead to the realization of the science of which we now speak. Sons of a wagon maker whose idea reached far beyond that actual commanded by his meager fortune, what psychological conjunctions produced those singular correlations manifested in the progeny, we know not. Certain it is that the late John Studebaker was not only the putative but real father of the STUDEBAKER WAGON as well as of the STUDEBAKER BROTHERS, whose names in connection with their great industry, and as men of thought and action, are known throughout our own country and in many other parts of the civilized world. In them the theory of hereditary transmissions is illustrated and confirmed; and, in their career, the science of success establishes one of its most remarkable triumphs. They have proved that they possess that gumption, or capacity which, as we have said, adapts means to ends. This is a point which, as it has quite

a universal bearing, we desire to place in a conspicuous light. In this connection it is unimportant whether the Studebaker Brothers were sons of poverty or wealth; whether, in their boyhood they worked for one or twenty shillings per day; whether they lived on mud and milk or gun cotton and electricity; whether they learned Latin or hammered on the anvil. The astronomical calculations of Rittenhouse were equally correct and important, whether made on the beam of his plow while his team was breathing, or on paper bearing the arms of King George the III; so the achievements of the Studebaker Brothers are unaltered by influences of whatever kind, except those which make a part of their history. That is to say:

They never claimed to do anything beyond their capacity.

They always performed in the best manner, whatever they proposed to do. Whatever they promised they performed to that same degree of exactness to which they held others accountable.

Honestly they adopted as a principle, which is far above the usual commercial policy.

"Excelsior" has been the point towards which their vision has ever been directed and "LABOR OMNIA VINCIT" has not only been their motto but their rule of action.

In electing their point of excellence they valued the good, were pleased with the better, but aimed at the best.

Moderately conscious of that power which holds methods and results in equipoise, they have preferred to all other, that praise commended by their works and have sought only that applause which merit elicits from an appreciative public. Thus has their advance been rapid and almost phenomenal, while in their history the science of success has received a new illustration and may claim another victory.

No one will claim that to make a wagon is the end and ultimate aim of human endeavor. To lead, however, in the great industry, to make the best, or even to be foremost among the best, is quite another thing. To know surely that

### THE STUDEBAKER WAGON

Is the model of the world and that to reach its point of perfection is the anxious hope of all competitors is something of which to be proud and the fact leads at once to that

### PHILOSOPHY OF ADVERTISING

Which the Studebaker Brothers have mastered and made plain. Plato himself, whose great mind wayed the world of thought twenty-four centuries ago, would have given his hopes of immortality for such a solution of this great philosophy as has been achieved by the wagon-makers of South Bend. And still it is as simple and easy as an elementary problem in Euclid. The proposition is this: Given a wagon embodying all the combinations of a superior construction and public, consisting of farmers, planters, freighters, and

all others needful of so great a blessing; what shall bring producer and consumer into relations mutually beneficial?

The answer was plain and unequivocal, consisting of two simple words, "printers' ink." And here comes in, very naturally, a summation of the

### PHILOSOPHY OF ADVERTISING

As understood and illustrated by the Studebakers:

First of all, they pay a fair price for what they get and, of course, get the best.

They never mislead the public, but speak in their advertisements as candidly and truthfully as they would in a contract legally signed and sealed.

They neither undersell nor depreciate the works of their competitors, but refer simply to the merits of their own products, which justify the claim of equality with the best, at least. This is a great point and is worthy of universal imitation.

They comprehend the intelligence, study the wants, and respect the judgment of that public with whom they desire to communicate and to deal. Thus are established a mutuality of interests and confidential relations of a most desirable order.

The wonderful facilities and marvelous appliances possessed by the Studebaker Brothers for making the most complete wagons at the least possible cost have been frequently and fully noticed in these columns. It would, therefore, seem to be almost a work of supererogation to pursue the subject further; and yet the growth of the gigantic concern, in all of its departments, is so constant and so extraordinary as to excite curiosity and justify remark.

Despite the business reverses commencing in the autumn of 1873 and continuing some five years, and that prostration of industries, more complete than was ever known before in our country, which marked the period, this great concern held steadily "to the even tenor of its way," enlarging its facilities, increasing its products and, as a necessary sequence, adding to the number of its employees. Thus, through the dark days, from its ample pay-rolls came the means of sustenance and comfort to hundreds of families where want, if not absolute starvation, would otherwise have held high carnival, and thus, also, was the prosperity of our goodly city and its growth scarcely checked, while the brave conductors of those mammoth works reaped the harvest that follows good intentions exercised by conscientious and vigorous manhood. It was something, nay, it was much, that they carried their great interests through that wilderness of despair, at all; it is more that they made it not only a period of growth but an occasion of triumph. These are not words of adulation, such as the mercenary trade for the favor of wealth, or with which sycophancy flatters the ambitious and powerful.

Cosmopolitan in their business relations; tenacious of their own rights and opinions, while they are tolerant of honest opposition; patriotic; pro-

gressive; hopeful, seeking to reap only where they have sown; and asking, in their commercial intercourse with the world, that mutuality of benefits which commercial honor always commands; with a manly independence and an honest purpose which must receive the recognition and respect of generous minds, the Studebaker Brothers will retain the confidence of their old friends and draw to themselves hosts of new clients and admirers, wherever their worth becomes known.

### THE CENTRAL BRANCH HOUSE

The Studebaker Brothers, manufacturers of the celebrated wagons bearing their name, have in Salt Lake City their central branch house, where the various styles of wagons, buggies, etc., of their manufacture are sold and distributed. This branch house is one of the industrial attractions of Salt Lake City, and will well repay a visit of inspection by those who feel an interest in manufacturing enterprises of this nature. A representative of the HERALD called upon the manager of the house and was kindly permitted to make a thorough and careful inspection of the same.

The building proper, situated on Main, near Temple street, is 40x100 feet, occupying a portion of a lot measuring 65x320 feet. The lot and sheds have a capacity for 300 finished wagons. There are three floors in the building, all of which are utilized for the exhibition of wagons, of which the Studebaker Brothers manufacture 130 different styles. These are received in car load lots, "knocked down," the buggies and finer carriages being securely boxed and protected against damage while being transported from the manufactory. The farm and heavy wagons are set up in the yard in the rear and run under the sheds, while the buggies and spring wagons are run up to the third floor, unboxed and dropped to the lower floor for sale. The firm manufactures about 3,000 carriages and buggies annually, and make a specialty of the very finest turnouts that skill can suggest, and from the many private conveyances running on our streets one would see at a glance the perfection to which this firm has brought up the standard of farm, freight and spring wagons, carriages and buggies, and with the view of still improving and building the wagon of the country, the Central Branch House have brought out Mr. J. A. Bernhard, the master mechanic of the wagon department of the great factory, for the purpose of seeing the actual demands and requirements for a perfect wagon, and on his return to the factory will embody the views of our farmers and freighters, and with his experience of over seventeen years in the Studebaker shops, will produce the ne plus ultra farm and freight wagons.

The central branch house has just received their summer stock of fine carriages, and will furnish on special order any desired style of carriage or buggy on application to the central branch house, Salt Lake City.

## JOHN HAGMAN,



TAILOR.

Four Doors West of White House.

NEW ARRIVAL OF SPRING AND SUMMER GOODS. Give Him a Call.

### NOTICE.

NOTICE IS HEREBY GIVEN that all persons having claims against the estate of John Coulam, deceased, are required to present the same, with the necessary vouchers, within ten months from the 19th day of June, 1881, to the undersigned, administratrix of said deceased, at her residence on South Temple, between Seventh and Eighth East Streets.

ANN COULAM,  
Administratrix of the estate of John Coulam, deceased.

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